

## Huston talks strategy:

## Health tops promotion efforts

National Live Stock and Meat Board President John Huston said that the board's strategy for meat promotion during the 1980s will vary between beef and pork, reports CNS.

The main thrust of the board's pork promotion program will be an effort to increase the use of pork by commercial food service establishments such as hotel and restaurant chains, Huston said at the annual meeting of the National Meat Assn.

However, the group's beef promotion efforts will be aimed at convincing consumers that beef is a healthful, economical source of vital nutrients.

Huston indicated that the consumer image of red meat in general, and beef in particular, has been damaged by the controversy over the health impact of fats and cholesterol consumption.

Referring to government-issued nutrition advice, Huston said that dietary guidelines should be debated within the scientific community and should not enter the realm of politics.

Huston said the board intends to continue to target much of its beef promotion efforts toward doctors and dentists, since most Americans turn to these professionals for the bulk of their nutrition advice.

Huston said that a 1979 survey showed that most doctors could identify meat as a good protein source, but only 25% knew that meat was a good source of

iron and only 20% recognized it as a good source of B vitamins.

The pork industry's greatest challenge in the 1980s will be to increase the volume of pork purchased by food service institutions, Huston said. He said he was optimistic that the next innovation made by the nation's major fast food chains would be the marketing of the pork product.

Pork now accounts for only about 11 to 13% of the meat consumed away from home, Huston said. However, the food service industry has expressed a great deal of interest in pork and pork products menu items published by the board, he said.

Pork still suffers from its

image as a high-fat, high-calorie food, according to Huston.

During the 1980s, the board will also continue to promote the use of pork in school lunch menus, since children who eat school lunches are at an age when

According to Huston, the board probably will have more money with which to run its meat promotion program during the 1980s because of a trend toward larger checkoffs by pork producers and by several state cattle industry groups.

The Meat Board is now able to spend only about two cents per consumer in promoting meat consumption, well below the spending level of similar groups.

## Dial number for economic trends

A new dimension in marketing information has just been initiated by specialists with the Texas Agricultural Extension Service, Texas A&M University System.

Known as Telephone Outlook and Market Information (TOMI), the system will provide a current economic analysis of agricultural products to anyone interested in commodity outlook.

"The service will be available to anyone, day or night, seven days a week, by calling 713/845-6437," explains Dr. Ed Uvecok, Jr., extension economist-livestock marketing.



ANGUS QUEEN — Sue Grabowski of Beatrice, Neb., was crowned 1981 Nebraska Angus Queen during the recent state Angus Futurity in Grand Island. In addition, she was elected president of the state junior Angus association.

ECKLEY Herefords  
Annual Production Sale  
Saturday, February 28

1 p.m., Riverton Livestock Auction

Riverton, Wyoming

50  
BULLS

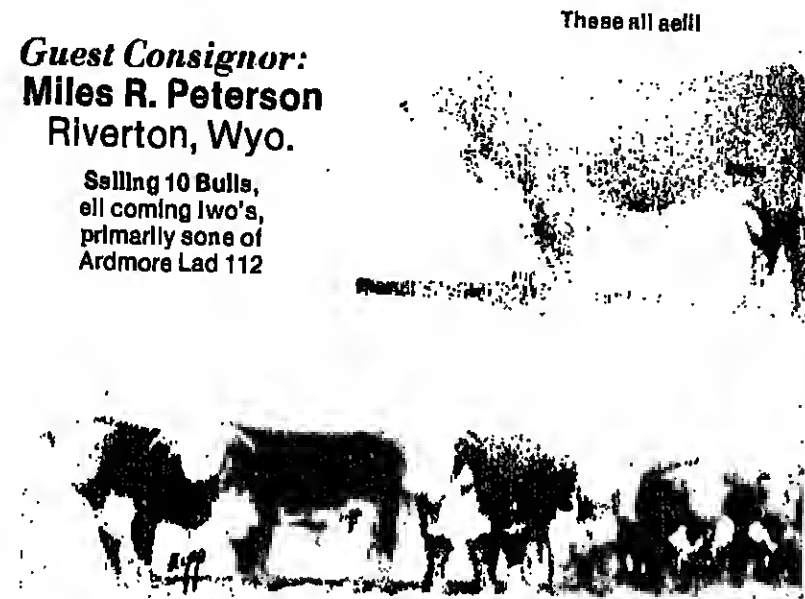
Big coming two's. The kind preferred by discriminating cattleman year after year. Well developed with good condition, but not overdone. Ready to go in work anytime you say.

Selling sons of:

San Donald M1  
L1 Prince D409HC Mark Arthur 76  
EH Eclipse D4 403

## 30 Commercial Bred Heifers

Coming two's to calves the first time sterling in March. Bred to HC Mark Arthur 76.

Guest Consignor:  
Miles R. Peterson  
Riverton, Wyo.Selling 10 Bulls,  
all coming two's,  
primarily sons of  
Ardmore Lad 112Eckley Herefords  
Riverton, Wyoming 82501Lloyd D.  
307/856-2957Bill  
307/856-2010

## Comments

The final figures are in on 1979 per capita consumption of red meat, and they illustrate the striking

sales performance difference between beef and poultry. First, examine the unhappy case of beef. Beef consumption, at 79.6 lbs. (retail weight), was off from 88.8 lbs. in 1978 and the lowest since 1967.

Even pork consumption, at 84.8 lbs. per capita, was up from 80.3 lbs. in 1978 and the highest since 1971.

But, consumption of chicken, at 51.5 lbs. (ready to cook weight) was up from 47.5 lbs. in 1978 and record high for the fourth straight year. Moreover, consumption of turkey, at 10.1 lbs., was also up from the record high of 9.3 lbs. for 1977 and 1978. Even consumption of eggs—once considered a lost farm commodity because of the cholesterol scare—was up from 278 eggs per person to 283 and the highest since 1974.

Another highly advertised farm commodity recorded a record sales year. Consumption of whole milk was off, but over-all consumption of all dairy products was up. Low fat milk consumption totaled 103.6 lbs. per person and record high. Butter consumption averaged 4.6 lbs. per person, up from 4.5 lbs. in 1978 and the highest since 1975. Consumption of both American and other cheeses were at record highs.

What about the other meat products with low ad budgets? Consumption of veal at 1.6 lbs. was off from 2.5 lbs. in 1978 and the lowest since 1973, while lamb and mutton consumption, at 1.3 lbs., was down from 1.5 lbs. in 1978 and the lowest on record.

Don't... don't... don't blame the economy for beef's bad showing. The fact is, Americans spent a record total for food expenditures.

Personal expenditures for food totaled \$287.9 billion, up 11.2% from a year earlier, and record high. The total is more than double the 1972 total, three-times that of 1965. All this is history, of course. But 1980 figures aren't expected to change the trend. The question is not profit. If profit isn't there, consumers can't expect stockmen to produce beef. The question is whether the beef industry is going to organize so that it focuses externally on the customer or internally on its own declining sales and profit reports.

GLEN RICHARDSON

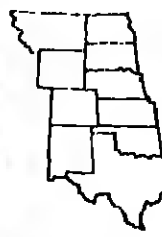
WESTERN  
LIVESTOCK  
JOURNAL A CROW PUBLICATION

News • Trends • Sales • Shows • Markets

March 2, 1981

Central Edition

Vol. 60, No. 18



## Beef grades: Packers join debate

The beef committee of the Western States Meat Packers Assn. formulated a proposal for a change in the national beef grading standards recently that would allow beef with slight marbling into the choice grade, reports CNS.

The proposal, which will be presented to the association's board of directors, sets the following criteria for grading a beef carcass:

- Beef in the A and B age categories with slightly abundant marbling shall continue to be graded prime;
- Beef with slight marbling in the A category, and with marbling increasing on a sloping line from slight to small in the B category, would be considered choice;
- Beef with slight marbling in the B category, and with marbling increasing on a sloping line from slight to small in the B category, would be graded good.

No additional grading criteria was accepted by the

committee. Minimum backfat thickness or slightly yellow fat color has been suggested by the National Cattlemen's Assn. to also be used to grade beef falling under the slight marbling category. The present grading system does not include backfat criteria.



A resolution had been passed by a seven to three vote during the group's beef committee meeting earlier that the WSMPA consider the present USDA grading standards satisfactory.

However, following on active discussion at the board of directors' meeting,

a motion was approved that the beef committee should formulate a new proposal, rather than just endorse present beef grading standards.

The issue of beef grading changes was the focus of an early January National Beef Grading Conference in Ames, Iowa. Several industry groups such as the NCA, the National Meat Assn. and the National Association of Meat Purveyors have made or will make proposals regarding changes in present beef grading standards

and will be make formal recommendations to the USDA.

Many WSMPA beef committee and board members voiced comments that a change in beef grading is inevitable. Some felt that consumers want leaner beef and that a change in grading standards allowing leaner beef into the choice grade is a change needed to satisfy the consumer.

If beef with slight marbling is as palatable as that with a small degree of

(Continued on page 7)

Senate group approves  
Lyng, McMillan posts

The Senate Committee on Agriculture, Nutrition and Forestry has voted unanimously to approve the nominations of Richard E. Lyng as deputy secretary of agriculture and C.W. McMillan as assistant secretary for marketing and transportation services for the USDA, reports CNS.

There was no opposition to either nomination; and Lyng was sworn in after confirmation by the Senate last week. Lyng, a former assistant agricultural secretary and former head of the American Meat Institute, told the committee he did not anticipate massive reorganization in the department but did confirm that the USDA budget director would be responsible to the deputy secretary.

Lyng said his main role in the administration would be to serve as an "alter ego" to the secretary.

He told the senators he would look into their requests to expedite processing of applications for emergency loans from the Farmers Home Administration. Lyng turned this a crucial problem because of the "unprecedented" number of loan applications made as a result of the drought.

He said the problems in the FmHA were compounded during the transition (Continued on page 15)

## Keeping an eye on "Mrs. Consumer":

## Food dollar "pinch" of next decade to force major industry adjustment

Several major changes will occur during the 1980s in the U.S. meat industry as lack of real growth in the North American economy forces businesses to accept a slow market, growth, according to John L. Morris, president of Meat Industry Research Services, Ltd.

According to CNS, Morris told a western meeting of the Meat Importers Council of America Inc. that slower growth in population and income, continued increasing energy costs and fewer subsidies will "pinch" food dollars during the next decade.

Inflation, he said, will be nine to 10% at its lowest in the coming years, while interest rates will be 10% at their lowest. This will make management of capital a prerequisite for success, Morris said.

Consumer trends are changing, he said, and by 1990 one and two person households will make 80% of an estimated increase of 20 million households. This will call for smaller packages and smaller meat cuts, Morris said. Consumers are increasing in diversity, with

Retailers and wholesalers will keep less and less inventory at the store level, he said, because of high interest rates and the need for capital, while the supplier will be forced to have larger supplies on hand.

Retailers will become less patient with slow-moving items, and new products will have a shorter time to prove themselves, Morris said, as retailers work toward speeding movement of items and reducing inventory investment.

Consumer trends are changing, he said, and by 1990 one and two person households will make 80% of an estimated increase of 20 million households. This will call for smaller packages and smaller meat cuts, Morris said. Consumers are increasing in diversity, with

some wanting convenience and others lower prices, and it will no longer be appropriate to use one store and one item for all segments of the market, he said.

Retailers should be careful not to overgeneralize the shopper as "Mrs. Consumer," Morris said, adding that consumers are better educated and less loyal. One of the fastest growing areas on the retail store is the health food section, Morris said. Consumers are interested in diet and health and, unfortunately, perceive meat as less healthy due to publicity about cholesterol and nutrients, he said.

Consequently, there have been a massive shift in consumption—caused partly by cost—from beef toward pork, fish and poultry, Morris said. Beef will never regain the share of the market it once had, he said. While beef consumption per capita was 130 lbs. in 1978, Morris does not expect beef consumption to

(Continued on page 16)



BILL SWAN  
Strong support for budget

The National Cattlemen's Assn. has voiced strong support of President Reagan's proposals to help bring inflation under control.

J.W. (Bill) Swan, NCA president, commented on the Reagan economic package in connection with his participation in a White House briefing. The briefing was held to inform leaders of various segments of the economy on plans for both budget and tax rate reductions.

"Inflation," Swan said, "is the number one problem of this country—including the cattle industry. Our costs have continued to rise faster than beef prices. Reducing the inflation rate can reduce our production costs and also improve demand for beef."

"We strongly support

Beef wrap-up:  
Good things come  
in vacuum-packages

A Detroit supermarket chain is test marketing an innovative new meat vacuum-sealing process that could provide up to two weeks' shelf life. Chatham Complete Food Centers began offering beef in the new packages early in February at six of its 44 outlets.

Significant benefits to both consumers and retailers will result from the new process, developed by American Can Co., says Don Rishol, Chatham's director of corporate relations. No timetable has been set for the trial, and it is still too early to tell for sure, but generally "favorable reactions" have come from customers. Many especially like the visibility of the meat, adds Rishol.

The beef is sealed in a vacuum, similar to the way coffee is packaged. It keeps air out better and longer, keeps the juice in the meat and allows the package to go from refrigerator to freezer directly. Also, the wrapping is designed to be stronger than normal plastic film for greater durability.

Added visibility makes the meat "an honest package," adds Rishol.

The Fresh-Seal process has been in use since 1978 in four Minnesota stores, but this is considered the first real test for the process. All beef, except stew and hamburger, is being sold in Fresh-Seal packs.

"Beef is the only meat in Fresh-Seal now," notes Rishol, "because that's where the best technology is."

Chatham is handing out leaflets to consumers describing the new package and its benefits, and a telephone number is being publicized to receive comments. About 35 calls have come in, mostly favorable. Thus far, beef sales at the six stores have held steady.

Part of the drive to increase sales of beef in the Fresh-Seal packages will include educating the consumer on color of fresh beef, notes Rishol. Brochures stress how the red color normally associated with fresh meat is a reaction to air, and that beef sealed with the new process is just as fresh while having a rich, almost purple shade. This color will be topped as "freshness you can see."

These new packages will stay good in home refrigerators, as well for 10 days to two weeks, compared to two to three days in conventional film wraps.

The Fresh-Seal process is not on the market at this time.

## RAVEN ANGUS RANCH

Production Sale  
Wed., March 11

12:30 p.m. at the ranch (3 miles east on Hwy. 18)

Colome, South Dakota

Selling:

42 1980 Bulls

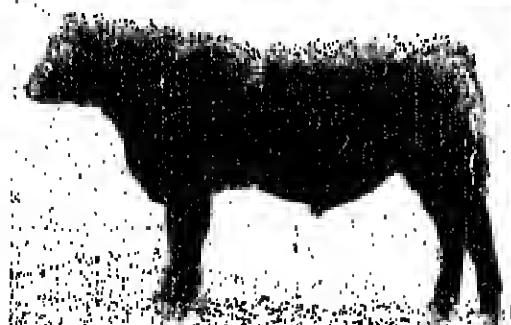
8 Two-year-old Bulls

50 1980 Heifers

Featured Sires:

Raven GDAR 4373  
Raven 5875  
Raven R149 578  
Bon View Evolution 615  
Raven BVE 8178Raven Corv Poundmaker 276X  
Raven Corv Poundmaker 157  
Rito 206 of Ideal 2218  
Rito 149 of Ideal 63272  
Northern Prospector 14Sole Day Phone: 605/842-2919 • Auctioneer: Jim Boldridge  
In case of heavy snow the sale will be held on March 14!Sole  
Manager: NLR NATIONAL  
LIVESTOCK  
BROKERS, Inc.  
Post Office Box 1249  
North Platte, Nebraska 69101  
Phone: 308/532-0800

## RAVEN ANGUS

Ray Petersek & Sons  
Colome, South Dakota 57528

A March 14, 1980 son of Rito 206 of Ideal 2218 out of a daughter of Bon View Evolution 615. He had a weaning weight of 510 lbs. with a weaning ratio of 103.



A February 17, 1980 son of Raven GDAR 4373 with a weaning weight of 670 lbs., weaning ratio of 112 and a weight on December 15 of 940 lbs.



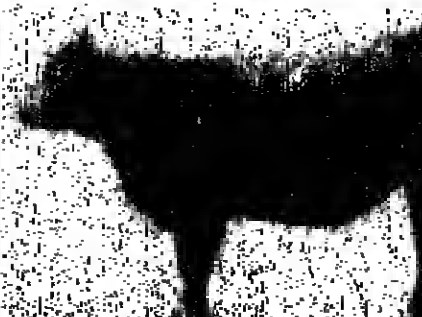
A March 14, 1980 daughter of Bon View Evolution 615 out of a daughter of NLR Eisenhower 13. She had a weaning weight of 540 lbs. and weaning ratio of 115.

Ray 605/842-3356  
Rod 605/842-2919

This March 12, 1980 son of Rito 206 of Ideal 2218, out of a daughter of Raven GDAR 4373, had a weaning weight of 600 lbs. with a weaning ratio of 124.



Another son of Raven GDAR 4373, born February 21, 1980 out of a daughter of Rito 206 of Ideal 2218. Weaning weight of 700 lbs., weaning ratio of 123 and a weight on Dec. 15 of 980 lbs.



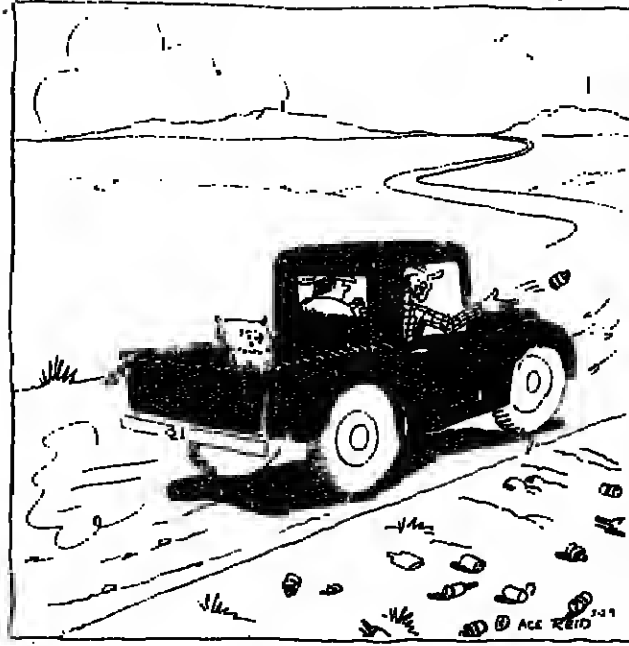
A March 22, 1980 daughter of Rito 206 of Ideal 2218 out of a daughter of Raven GDAR 4373. She had a weaning weight of 540 lbs. and weaning ratio of 107.

Jeff is 134

NEWSPAPER (priority handling)

NEWSPAPER (priority handling)





"Wul, if they didn't want 'em throwed out, why do they advertize 'em as throw away bottles!"

# Western Livestock Journal

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## Letters

### Bull vs. steer study

Re: Bull beef vs. steers  
I suggest that Dr. Walter Hawks contact University of Nevada, college of agriculture, division of animal science, Reno, Nev. 89557.

UNR has been testing bull beef vs. steer beef for several years. Not only on the hoof and in the feedlot but steak on the plate, as well.

Robert A. Bush  
Steteline, Nev.

### Advice from inside

This is a reply to the letter from Victor Private, Nicholasville, Ky., published in your Feb. 16 edition.

## Commodity programs to escape budget cuts

USDA commodity support programs will be left basically unchanged in the fiscal year 1982 Reagan administration budget proposals, U.S. Agriculture Secretary John Block said, according to CNS.

At a press conference, Block said that as long as the specific commodity groups and farmers affected by a program supported the program and it was not too costly to the federal government, the programs would not be reduced or altered.

Final proposals for the commodity programs, along with all other budget proposals not already announced for USDA, will be made public March 10.

Block said all major USDA cuts, such as those for food stamps, child nutrition, the Farm Home Administration and the Rural Electrification Administration already had been announced.

Block said that while exact figures had not yet been determined, he doubted the additional budget reduction proposals would total more than one billion dollars.

Block said USDA was still negotiating some budget items with the Office of Management and Budget and he was unable to give an accurate estimate of total further cuts because "the numbers change every-

There is a way, Victor, for outsiders to work their way into the inside of this land-owning business. It is a long, slow process, but this former WJL reporter is doing it. So are many of my friends and acquaintances.

The first step is to get yourself into an area where a number of small parcels are available for purchase. Second is to start buying one, even if you have to pay more than the land will return. Next is to start producing on it, to build some history on the land, to make your mistakes in a small way while building an equity.

Most in my acquaintance are doing it with cattle. We're paying off the "house" property while building inventories on a cash basis. It takes years; it takes frus-

tration; it takes putting every penny of profits and a part of your wages in while you start, but eventually some light shows at the end of the tunnel.

If opportunities are poor where you are, you might consider coming to the Lower Rio Grande Valley of Texas. This supposedly citrus and vegetable country offers the best opportunities I have seen in the western two-thirds of the U.S. for a small guy who wants to buy land and get into the livestock business.

Prices are within reach; land is available in 5-10-15-20 acre purchases; irriga-

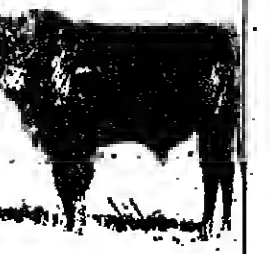
tion is available; the growing season is long; many absentee investors will lease land for grazing; other uses at low cost; carrying capacity available for dollar invested is much better than most places; for the man who will "dig in," this area offers the best opportunities I have seen anywhere in North America.

Don Nibb  
McAllen, Tex.

Don't drop the ball as you won't have to compete about the way it bounces.

Sandhill-Bulls, Home Grown from the hills  
**Nutter-Bergen**  
Joint  
**Limousin Bull Sale**  
**Thursday, March 19**  
**Thedford, Nebraska**  
1 p.m. CST • Thedford Livestock

Selling  
**85**  
Limousin Bulls  
65 Two-year-olds from Hilltop Ranch  
20 Yearling Bulls from the Russ Nutter herd



**Sale Managers:**  
Cattle Brokers, Inc. • 308/534-9810  
**Russ Nutter**  
Thedford, Nebraska  
308/645-2555  
**Hilltop Ranch**  
Harley & Tim Bergen  
Henderson, Nebraska  
402/723-4417 or 402/737-3320

## TWENTIETH ANNUAL

## TUCUMCARI PERFORMANCE TESTED BULL SALE

**POLLED HEREFORDS**  
Steve Fury ..... Grady, NM  
Bob Chiswell ..... Springfield, CO  
DuVall Ranches ..... Granada, CO  
Glen Burrows ..... Clayton, NM  
Floyd Coen ..... Elkhart, KS  
Dale Coen ..... Elkhart, KS

Selling only the Top 80% of Bulls Tested

**HEREFORDS**  
Jay Cammack ..... Portales, NM  
Georgs Ray ..... Roy, NM  
Bell Ranch ..... Bell Ranch, NM  
Doolittle Ranch ..... Watrous, NM  
T. E. Mitchell ..... Abilene, NM  
E. N. Jeffers ..... Springer, NM  
Norman Libby ..... Bueyeros, NM  
Phil Harvey ..... Alamogordo, NM

**Friday**  
**March 20,**  
**1981**  
**1:00 P.M.**

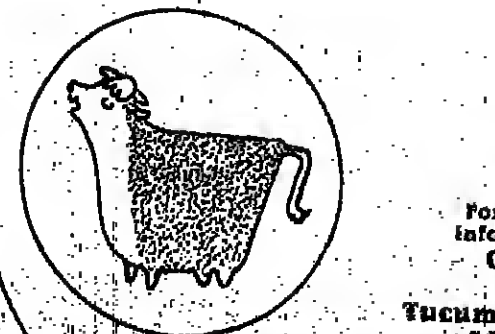
**CHAROLAIS**  
Grau Charolais ..... Grady, NM  
Rountree Ranch ..... Maxwell, NM  
John Williams ..... Boise City, OK

**ANGUS**  
Robert Reed ..... Kress, TX  
Lewis Walker ..... Kress, TX  
Leon Musick ..... Dora, NM  
Don Bennett ..... Artesia, NM  
A. F. Flint ..... Bard, NM  
Hinkson & Lusi ..... Lazbuddie, TX  
Gene Roberson ..... McAtister, NM

Sale Barn  
Highway 54

Lunch Available  
at 11:30

Auctioneer:  
Stanley Stout  
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**EDITOR**—Crow Publications recently announced the addition of Alex Mostrous to its staff. Mostrous has assumed the position of managing editor for LIVESTOCK Magazine and staff editor for WLJ.

## Block gives okay to final fuel loans

The final fuel alcohol loan guarantees that were held up by U.S. Agriculture Secretary John Block because of charges that they were made too hastily have been approved for further processing, the USDA, said, according to CNS.

This means all 15 gasoline plants loan guarantees, totaling \$341.7 million announced by USDA last October and held for review by Block on Jan. 27, have been approved for further processing.

Block said in a statement that his concern that the applications were not checked thoroughly before they were made has now been resolved. He added that all alcohol fuel plant loan guarantees can now continue as usual.

The eight projects that were returned to the states for further loan guarantee processing are Southeast Energy Group Ltd., St. Marys, Ga.; Power Alcohol-Idaho, Rexburg, Idaho; Ethanol Motor Fuel Associates, Watertown, Minn.; Agri-fuel Corp., Esterville, Iowa; Goodwill Agri-Fuels Inc., Oak Grove, La.; Agri-Energy Inc., Crookston, Minn.; Continental Alcohol Fuels, Salem, N.C.; and Tiger Tell Distillery, Dyersburg, Tenn.

## Farm bill specifics to be ready early March

The first specifics of the Reagan administration's proposals for the 1981 farm bill will be ready in early March, U.S. Agriculture Secretary John Block said, according to CNS.

The final detailed proposals will be decided upon by mid-March, Block told the National Governor's Assn. Committee on Agriculture at the governor's meeting.

Block also said that he generally favored less regulation of the food industry and would like the states to play a greater role in agricultural policy and programs wherever possible.

Asked about restrictions placed on U.S. agricultural exports by some countries, Block said that he would work to expand markets for U.S. exports and predicted that budget outlays for export expansion will be "relatively favorable" in light of overall efforts to reduce federal spending.

Block said that he met recently with the ambassador of the European Economic Community and expressed his support for the continuation of the zero import duty on U.S. soybean and product exports to the EEC.

Block also said he expressed his "concern" about wheat exports from the EEC moving into third nations at subsidized rates and EEC restrictions on imports of some U.S. meat products.

The secretary also said that there was no need to create a separate department of trade to promote U.S. exports if the USDA and the Department of Commerce were properly doing their jobs of trying to boost overseas sales.

Responding to a question on proposed budget cuts by Gov. Ted Schwinden, (D-Mont.), who said agriculture seemed to be carrying a larger burden of the

proposed spending reductions, Block said that the Reagan administration has not yet "come to grips" with how much the fiscal year 1982 USDA budget will be reduced beyond already announced proposals.

He said that negotiations within the administration are now underway about such cuts and repeated that commodity programs that did not call for large amounts of federal spending would not be reduced significantly.

We need more watchdogs at the U.S. Treasury and fewer bloodhounds at the Internal Revenue Service.

## POMPADOUR HILLS Limousin BULL and FEMALE SALE

**150 BULLS**  
Sell Tuesday, March 17  
100 Coming yearling bulls  
50 Two-year-olds  
From percentage to purebred and blacks and reds.

**120 FEMALES**  
Sell Wed., March 18  
50 Yearling Heifers—many show prospects and many are sired by Replat.  
20 Bred Heifers  
50 Bred, halfblood cows



Selling at 1 p.m. at the Highmore Livestock Exchange  
Sole Day Phone: 605/852-2211  
Sales Consultants: Cattle Brokers, Inc. & American Cattle Services  
Catalogs on Request



**Pompadour Hills Ranch**  
Harold, Marilyn, Betsy  
And David Rinehart  
Highmore, South Dakota 57345  
Phone: 605/852-2755

## YOUR STRONGEST BLEND OF REAL ARDMORE HEREFORDS

## COURTNEY HEREFORDS Annual Production Sale Thursday, March 19

1 p.m. Belle Fourche Livestock Exchange  
**Belle Fourche, South Dakota**

**70 Hereford Breeding Bulls Sell**  
48 Big, two-year-olds • 22 Big, top yearlings

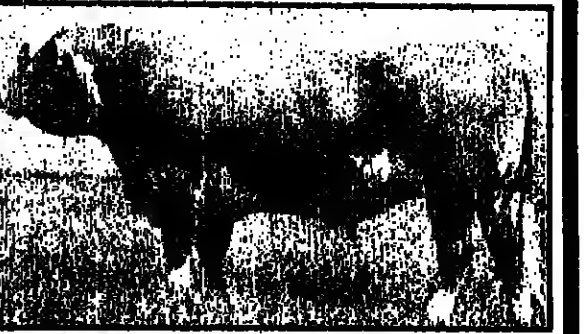
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## North Dakota Winter Show

Livestock show days have been set for the 1981 North Dakota Winter Show to be held in Valley City, March 5-15. The show will begin on Thursday, March 5, with the Simmental, Limousin, Tarentaise, Churrolais, Chinima, and the halter steer show. The culmination of the evening will be the parade of champions, with Governor Allen L. Olson, presenting the awards.

Show days will resume on Monday with the sheep, Polled Hereford and Hereford being judged, Tuesday, March 10, will be a very busy day with the Angus, Shorthorn and Galloway showing.

Wednesday, March 11, will be the final day of the livestock show.



**DIRECTORS**—Newly-elected to the board of directors of the North Dakota Angus Assn. are: Larry White (left), Bowman; Allen Vollmer, Wing; and Bill Hoffman, Wheatland.

## Colorado Winter Beef Symposium

A cattle seminar covering high mountain (thricket) disease, pneumonia and calf scours is planned for March 12 at the Dos Rios Motor Hotel one mile west of Gunnison, Colo. on Highway 50.

The Gunnison Winter Beef Symposium is being sponsored cooperatively by the Colorado State University Mountain Meadow Research Center in Gunnison, the CSU Experiment Station, CSU Cooperative Extension Service and CSU College of Agricultural Sciences.

Registration will begin at 12:30 p.m. A five dollar registration fee covers refreshments and printed proceedings. Additional copies of the proceedings may be purchased for four dollars each.

Cheques for pre-registration should be made payable to Colorado State University and sent to the Mountain Meadow Research Center, Box 698, Gunnison, Colo. 812

## Angus Auxiliary Scholarships

College scholarships totaling \$4600, will be awarded this year to six deserving high school graduating seniors by the American Angus Auxiliary. Three girl and three boy winners most active in Angus projects, school, community and church activities will be selected from state auxiliary applications for the national award. Entry deadline is June 25, reports Anne Patton Gorham, scholarship chairman.

First place scholarships in each group will be \$1100, with \$700 for second and \$500 for third.

Applications for scholarships may be made through state or regional Angus auxiliaries. Names of state chairpersons can be obtained by contacting the American Angus Auxiliary Scholarship Chairperson Anne Patton Gorham, 3003 Hawthorne Blvd., St. Louis, Mo. 63104.

## American Maine-Anjou Assn.

The 1981 board of directors of the American Maine-Anjou Assn. were elected recently at the 10th annual A.M.A.A. convention, held in conjunction with the 75th Annual National Western Stock Show, Denver.

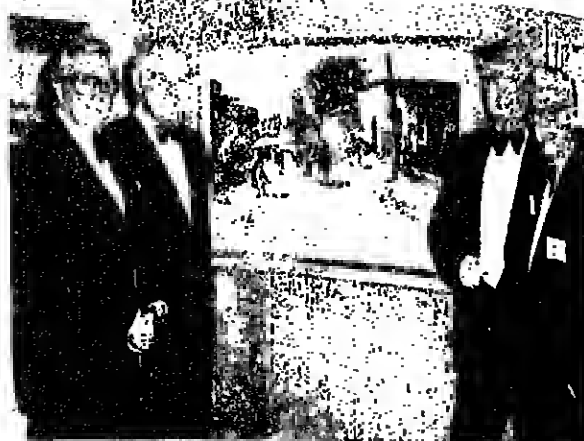
President is Jerry Bogaards of Polle, Iowa; first vice-president is C.S. Harding Mott of Holly, Miss.; second vice-president is R.C. Norman, M.D., San Antonio, Texas; at large is G. Don Rhone, of Coleman, Texas.

Regional directors are Leonard Aschermeun, Tower Hill, Ill.; Kirk Deves, Guffey, Colo.; Sid DeHaen, Pella, Iowa; Jerome Fritsch, Lacon, Wash.; Larry James, Paris, Mo.; Gary Johnson, Mt. Vernon, Mo.; David Marold, Westcliffe, Colo.; Jerry Rollings, Vernon Center, Minn.; Edward Taylor, New Hampton, Mo.; and Roland Wright, Moore, Mont.

## Kansas Beef Expo

Over 500 head of cattle have been consigned to the third annual Kansas Beef Expo scheduled for March 10-12, at the Kansas Coliseum, Wichita, Kan., according to David Breiner, Alma, Kansas, chairman of the expo board.

The expo will combine nine Kansas beef breed associations' annual spring shows and sales into one event lasting three days. In addition, there will be large industry related trade show, social hours, association meetings and much more.



**WESTERN ART EVENT**—Western Heritage Society sponsors, Louis Pearce, Jr. (left), John Connolly, and the Murchison gallery around artist Clark Hults and his painting "The Pink Perusal," which brought a record \$170,000 at the 1980 event. It was the highest price ever paid for a piece of contemporary western art. The 1981 Western Heritage Show is set for May 15-16 at the Shamrock Hilton in Houston.

## American Pork Congress

Nationally syndicated columnist George Will and Dr. Robert Schuller, proponent of "Possibility Thinking," are the scheduled speakers for the 1981 American Pork Congress, March 11-13, Bartle Hall, Kansas City, Mo.

Will, who is a columnist for Newsweek magazine and whose Washington Post column is syndicated to over 35 newspapers, is the featured speaker at the Pork Congress luncheon on Thursday, March 12. Will is the recipient of the Pulitzer Prize for distinguished commentary, and a regular member of the Agnew & Co. television panel. He also frequently appears on the television program, Meet The Press.

Schuller, whose syndicated church service, "The Hour of Power," is heard to an audience of three million, is the scheduled speaker for the Prayer Breakfast, Thursday, March 12.

**EDITOR'S NOTE:** Tax Corner is a column appearing the first week of each month in WLJ. Authors Daniel Japha and Ernest Panasci, attorneys at law with the Denver firm of Rothgerber, Appel & Powers, urge readers to discuss matters detailed below with their personal tax or law advisor.

**By DANIEL JAPHA and ERNEST PANASCI**  
How many times have you told yourself that tomorrow you will see your

## Packers join debate about beef grading

(Continued from page 1) nothing, why shouldn't that beef be moved into the choice grade, Jay Spivok, general manager of Pepper Packing Co., said.

However, Cal Frollo, WSMFA president, said that presently the consumer can already purchase lean beef at certain chain stores, which makes the reason for changing the grading standards questionable from a packer's standpoint.

"We presently have a marketing system that works for all kinds (yield-grade) of meat," Frollo said.

The cattle industry wants a beef grading change because of present unprofitability, Frollo said. If cattle feeders would market cattle at the right weights, there would not be a profit problem, he said.

However, one board member said that changing the grading standards to make it easier for cattle to grade choice with fewer days-on-feed would give cattle feeders an incentive to "keep cattle at optimum weight."

Many board members said that the adoption of yield-grading by the industry in the 1970s was an effort to "bail the cattlemen out" that was never successful. They said, "lowering" the quality of choice beef could be a similar unsuccessful attempt.

"Why should we change the choice grade, which is

already acceptable to the public," said Paul Blockman of Acme Meat Co. "Our problem is one of economics," he said, "let's not adjust the product for economics."

In order to make beef more competitive with pork, poultry and fish, leaner beef, produced more economically, could be marketed to consumers at a more competitive price, along with choice beef, which could increase beef consumption, one board member said.



**PRESIDENT**—Jerry A. Bogaards of Polle, Iowa, was recently elected president of the American Maine-Anjou Assn. at the annual Maine-Anjou convention held in conjunction with the National Western Livestock Show at Denver, Colo.

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regardless of the size of one's estate. At least one of the reasons for having a will stated below will apply to anyone reading this column.

Imagine, if you will, the consequences of Jack Ewing dying without having executed a will. In that case, Texas law would dictate the manner in which the Ewing fortune would be distributed to his heirs.

For example, Texas law may provide that approximately one-half of Jack's estate would be distributed to his wife, and the remainder to his children. However, Jack Ewing may not want his property distributed to his heirs in this manner. Perhaps Jack would like his wife to receive his entire estate and his children to receive nothing. On the other hand, Jack may want to divide the

property in an entirely different manner among his wife and some of his children. This example illustrates that if one dies without a will, he has no say as to how his property is distributed to his heirs.

The foregoing paragraph illustrates only one of the reasons for having a will. For instance, absent a will, the laws of the state in which you reside will determine whether an adopted child would inherit any property from your estate. Through a will, a parent can guarantee that an adopted child will or will not share in your estate.

One of the often-overlooked and primary reasons for having a will is the appointment of a guardian for minor children. This is extremely important for young families. If both parents die leaving minor

children, a court will have to determine who has the custody of the children. In addition to being costly and time-consuming, such a court procedure can often leave custody of your children to someone whom you would not ordinarily select. A will can specifically provide who will be responsible for your children if your spouse does not survive you.

The above discussion has described purely non-tax reasons for having a will. While sophisticated estate planning techniques are beyond the scope of this column, a will can be used to insure that the federal government does not receive more than its fair share of your estate.

Generally speaking, through the use of a marital deduction provision in your will, you can

give the greater of one-half of your estate or \$250,000 to your spouse free of any estate taxes. In addition, through the use of trusts, whether established during life or at death by provisions of your will, you can minimize the effect of estate taxes. By including appropriate provisions in your will, you can give a certain amount to minor children without paying estate taxes. Finally, your will can provide that at your death certain amounts will pass to charities, tax-free.

If you presently do not have a will, perhaps this column has motivated you to have one prepared. If you have a will which was prepared before 1976, have your will reviewed by your attorney to insure that it complies with recent changes in tax and other laws.

## One in a series of important factors in beef breeding

# DEPENDABILITY

Whatever traits you're breeding for, dependability is one of the greatest factors. To make an A.I. program work, you need the best performance and progeny proven sires available; high quality semen that'll get the job done; and A.I. personnel that are experienced, knowledgeable and ready...

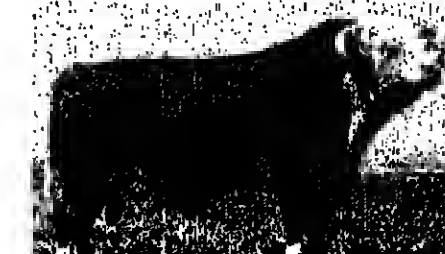
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<input checked="" type="checkbox"/> No Sheath Problems	<input checked="" type="checkbox"/> Growth Breeding Values
<input checked="" type="checkbox"/> Structural Soundness	<input checked="" type="checkbox"/> Maternal Breeding Values
<input checked="" type="checkbox"/> Fewer Calving Problems	<input checked="" type="checkbox"/> More Total Pounds
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# Weather to determine upcoming wheat price

Even though wheat prices declined steadily during January, a Kansas State University agricultural economist believes the overall wheat situation, dry conditions in the U.S. and the farmer-owned grain reserve should keep wheat prices from going much lower.

"A 'weather market' could easily send prices back to last November's highs," commented Orlan Grunwald of the Kansas Cooperative Extension Service. "This means that if the U.S. and other major world wheat producers have unusually good weather in the coming year, huge supplies could result. But more likely is a normal weather year, which would keep the world supply of the broad grain rather tight and strengthen wheat prices in the year ahead."

The 2.37 billion bu. 1980 wheat crop, combined with a 902 million bu. carryover from 1979 resulted in the largest U.S. supply of wheat in history. Grunwald pointed out. Nevertheless projected total use of U.S. wheat equalled production, so carryover on June 1 of this year is expected to be about the same as a year earlier.

The official estimate of winter wheat plantings shows a record 63.9 million acres, up 11% from a year ago. In Kansas, planted wheat acres are up eight percent, but the 1981 crop is expected to be about the same as the crop harvested in 1980, because moisture shortages are expected to decrease yields.

Worldwide wheat use is expected to be 436 million metric tons, leaving ending stocks of 76 million tons, the lowest level since 1976-1977. "Dividing stocks by use shows that worldwide wheat supplies on May 31, will be only 17% of use, the lowest level in 20 years," Grunwald said. "This low level should support wheat prices and make the market especially sensitive to crop conditions."

Grunwald said other important developments may affect the wheat market in the coming year. The farmer-owned reserve program, as of December 1981, allows wheat growers to place wheat in the reserve for an interest-free loan of \$3.50 a bu. Release and call levels are pegged at \$4.20 and \$5.25 a bu.; respectively. Storage payments are at 26.5 cents per bu. per year and can be collected for months in which the five-day moving average farm price falls below the release level.

"At present, only 263 million bu. of wheat are in the reserve, but this should help support prices in the coming months," he said. "If you didn't sell your 1980 crop wheat at last fall's higher prices, you may want to consider putting the grain in the farmer-owned reserve in anticipation of higher prices," Grunwald said.

## Economist's prediction:

# Meat prices to increase 18%

Retail meat prices are still expected to increase in 1981, but not as sharply as predicted a few months ago, said Ewen Wilson, director of economics and statistics for the American Meat Institute.

During its outlook conference late last year, Wilson said, the USDA predicted average meat prices would increase 18% in 1981, with a 14% increase in beef prices and a 28% increase in pork prices. He said he expects meat prices to increase as much as, or slightly more than, the consumer price index, which he projected would increase 12% in 1981.

Reports CNS, a more realistic evaluation of hog numbers became evident in the last USDA hog and pig report, which accounts for much of the difference in meat price projections, Wilson told the opening session of the Western States Meat Packers Assn. convention.

Affecting beef prices, he said, was the fact that U.S. experienced a severe reduction of its cow herd during the 1970s. Compared with 1976, Wilson said, total cattle slaughter in 1980 was down 20%. Cow slaughter in 1980 was down 50% compared with 1978, he said.

Although the USDA's Jan. 1 cattle inventory report showed a three percent increase in the total cow herd, despite a severe drought, it is doubtful this rate of rebuilding will continue unless cattlemen see some price improvement this year, Wilson said.

He said he expects total beef production for 1981 to be 21.7 billion pounds, an increase of one percent from 1980, although down 15% from 1976.

Beef will continue to be the dominant red meat, Wilson said, and economics will allow the cattle feeding industry to continue to operate much the same as it is now.

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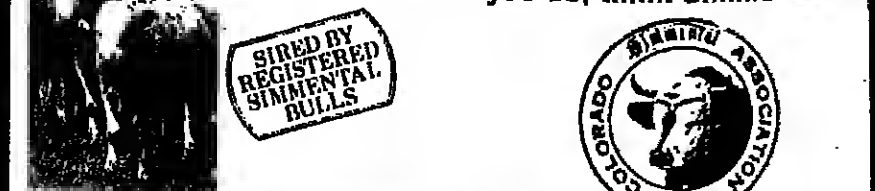
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\*Half-blood Simmental calves weaned 42 lbs. heavier than straight British calves, 26 lbs. heavier than Black Baldy calves. Same dams, pasture, management—only the bulls were different. Simmental!

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Selling 45 bulls—1/2-bloods to purebloods  
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APRIL 4—1 p.m. "BEST YET" CSA BULL TEST SALE  
Ft. Collins, Colo.—Centennial Livestock Auction  
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Selling 45 bulls—1/2-bloods to fullbloods  
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These bulls are all off an official bull test overseen by CSU Extension Service. They are all registered, fertility tested, Bangs and TB tested.

## Auction Results

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35's bulls.....\$2,122  
13 ton lots.....684  
48's lots.....1,817

Auctioneer: Eddie Sims  
Sale Manager:  
Kathleen Brownell

Bulls: Champion: BT Trans-  
former 450L, 3/5/79 by BT Ad-  
vancer 147G; Bearfoot Ranch,  
Columbus, to Wm. Olingwall Co.,  
Drummond, \$5,000. BT Security  
416L, 1/27/79 by Advancer  
2280; Bearfoot to Dream  
Ranch, Wellsville, Utah, and  
Jensen Polled Herefords, Ogden,  
Utah, \$4,750. Sale included 14-16  
JRB42G Factor L29, 3/13/79 by  
PRL 582C Ned 642G; John E.  
Rice & Sons, Inc., Sheridan,  
Wyo., to Jack Lash, Twin  
Bridges, \$4,000. Vasovli L844,  
3/26/79 by TM WSE Masalah  
168G; Vasovli Polled Herefords,  
Roundup, to Rockman's Cedar  
Ridge Ranch, Sidney, \$4,000.  
Anchor King BL, 1/23/79 by CSR  
King Anxiety; Anchor Polled  
Herefords, Vaughn, to Triple S  
Ranch, Power, \$3,000. Juelama  
081 Mainline 203L, 3/2/79 by  
Victorious K47 081; Juelama  
Farma, Ltd., Lloydminster,  
Sask., to Wood River Ranch,  
Loma, \$3,000. JR Adv Veto L87,  
4/8/79 by Advancer; John E.  
Rice & Sons to Carl Anderson &  
Sons, Great Falls, \$3,000. And,  
TPH8 Horquin Adv 28L, 3/11/79  
by Norquin Beau Perl 9D; Tonne  
Polled Hereford Ranch, Gar-  
dina, to Van Horn Ranch, Geyer,  
\$3,000.

Females: R5 Ranchella L20,  
3/17/79 by HL 1 King Dom  
71224; R5 Ranch, Carter, to Tom  
Myra, Valler, \$1,750. Champion:  
C2 Westwindella 75M, 2/24/80  
by C3 Westwind 98K; John  
Holden, Valler, to Curtloa &  
Martin Polled Herefords, Flor-  
ence, \$1,600. 8PHC MB Vindy  
5J, 3/28/79 by MR K1 Hard-  
maker 0271; Schock Polled Here-  
ford Co., Vida, to Sunny Slope  
Ranch, Fairfield, \$1,000. Lady  
Vasovli, 9/3/79 by Justa, Bob  
U81 408H; Vasovli to John E.  
Rice & Sons, \$1,800.

There were nice results here

for the Montana Polled Herefords Assn. The event allowed some top cattle, and the cattle all sold top buyers. The sale moved along even hotter than it did one year ago.

—RALPH HEINEMANN

for the Montana Polled Herefords Assn. The event allowed some top cattle, and the cattle all sold top buyers. The sale moved along even hotter than it did one year ago.

—RALPH HEINEMANN

THE WORLD LIMOUSIN  
FUTURITY  
Sloux Falls, S.O., Feb. 3

21 purebred bulls.....\$3,476  
19 percentage bulls.....2,404  
31 purebred females.....3,008  
8 percentage females.....1,808  
78 lots.....2,668

Auctioneers: C.K. "Sonny"  
Booth and Bruce Brooks  
Sale Manager: American Cattle  
Service

Purebred bulls: Mr Symbrs  
76L, 4/22/79 by SY Advanture  
consigned by Symens Bros.  
Amherst, to Vilhoor Ranch,  
McIntosh, \$7,600. JW Duke,  
3/5/79 by Hanchon, consigned  
by Lezy Brook Limousin, Span-  
car, Iowa, to Lyle Ireland.  
Scollard, \$6,200. LB Golden  
Trophy 134L, 5/20/79 by  
Gilbrallier, consigned by Yackley  
CMC Corp., Onida, to Bob  
Deyer, Monroe, Ga., \$4,750.

Percentage bulls: Lookout  
Playboy 8137L, 4/8/79 by Iris,  
consigned by Lookout Limousin  
Timberlake, to Mike Johansen,  
Sutherland, Iowa, \$5,650. Mr. L7  
976L, 4/27/79 by Gendarme;  
consigned by 7L Bar Limousin,  
Tukwina, to Triple T Bull Cartel,  
Kimball, \$5,500.

Purebred females: Miss Guy  
408L, 9/22/79 by Galati Guy  
GLR4G; consigned by James  
Linthicum, Jr., Welch, Okla., to  
Wales Limousin, Wellsville, Mo.,  
\$20,950. Miss SU Fantastic 4M,  
3/30/80 by Gilbrallier; consigned  
by James L. Sutton, Onida, to  
Hudson Insurance Service, Spea-  
tan, Wis., \$7,500. Miss L7 934L,  
3/24/79 by Gendarme; con-  
signed to L7 Bar Limousin, to 7H  
Ranch, Belle Fourche, \$5,600.

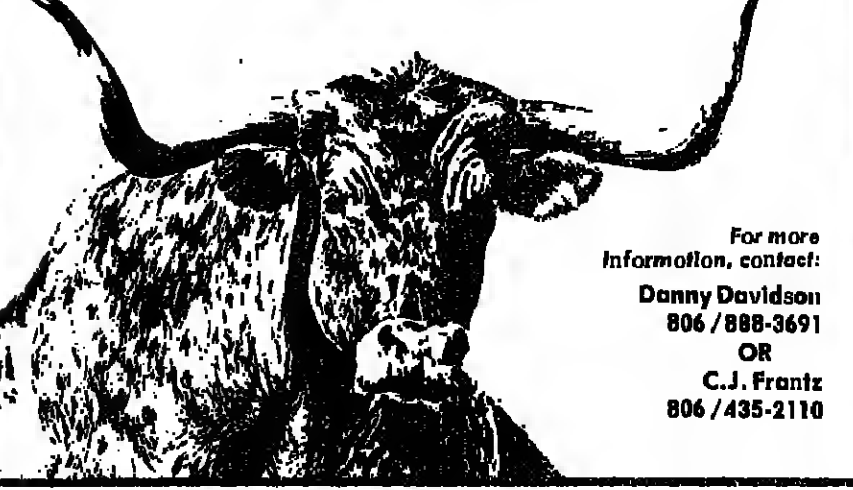
Percentage females: Miss  
Vollalte 9099L, 5/13/79 by  
Longfellow 000 120; consigned  
by Leonard Wull & Sons, Morris,  
Minn., to AC Limousin, Ida  
Grove, Iowa, \$2,650. Miss Marva

## The World's Largest Texas Longhorn Bull Sale Will Be Held Wednesday, MARCH 25 (Changed from March 7) 1 p.m. for Public Auction at Tri-State Amarillo, Texas

200 Registered Texas Longhorn Bulls  
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81 Registered Angus

26 Two-year-old Bulls  
30 Big yearling Bulls  
25 Bred Heifers

Yearling weights taken 2/19/81 on Sanlor Bull Calves  
Over 1/2 weighed 1,000 lbs. or more!

Featuring Herd Sires:

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Shoshons 0318 PJM

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"Derry's"  
Your Source of Performance Cattle  
Big Herefords with Length, Volume and the Ability to Perform—it's bred in.  
BE ON THE SEATS

MONDAY, MARCH 9

Sale 1:00 p.m. CST • Lunch 11:00  
at the ranch 3 miles north of  
Wood, South Dakota

7-80 Height 48 1/4"  
4-10-80 Height 48 1/2"  
3-9-80 Height 48"  
3-28-80 Height 48 1/2"

THESE ALL SELL

LDH Yampa Lad 3  
FRC Yampa King 11  
CH Domino 325

FRC Yampa King 3  
HH Advance A113  
DH 565 SH Advance

Write today for your catalog

Bob Derry & Sons  
Wood, South Dakota 57585 • Located 3 miles north of Wood

805/452-3312 or 452-3337



# Auction Results

THE BALORIDGE PLACE  
CRACKER JACK ANGUS  
North Platte, Neb.

48 bull calves ..... \$3,743  
2 mature herd bulls ..... 4,000  
78 bred females ..... 2,338  
21 open heifers ..... 875  
104 lots ..... 2,594

Auctioneer: Jack Parnell  
Sale Manager: National  
Livestock Brokers

Tops: Baldridge Cracker Jack  
800, 4/2/80 by Loma Lanes  
Cracker Jack 12, Frank Solis,  
Donaldsonville, La. 26-1-1  
\$30,000. Baldridge Cracker Jack  
280, 3/2/80 by Loma Lanes  
Cracker Jack 12, Green County  
Angus Farms, Stillwell, Okla.  
34-1-1, \$20,000. Baldridge Cracker  
Jack 290, 3/2/80 by Loma  
Lanes Cracker Jack 12, Opp  
Angus Farms, New Salem, N.D.  
\$20,000. JB Cracker Jack 720,  
4/7/80 by Loma Lanes Cracker  
Jack 12, Doug Woods, Nampa,  
Idaho, \$11,000. JB Cracker Jack  
590, 3/31/80 by Loma Lanes  
Cracker Jack 12, Miller Angus  
Farms, M. 8, Angus Farm,  
Burke Farms at Eastville, S.D.  
\$10,000. Baldridge Cracker Jack  
400, 3/14/80 by Loma Lanes  
Cracker Jack 12, Valley View  
Angus, Horizon, Mont., \$9,000.  
Baldridge Cracker Jack 900,  
5/18/80 by Loma Lanes Cracker  
Jack 12, Black Diamond Angus,  
New Castle, Va., \$8,500.

Females: Queen Blackbird  
1109, 3/21/79 by Loma Lanes  
Cracker Jack 12, Gearcrack  
Angus, Camaron, Mont.,  
\$23,000. Baldridge Blackbird  
812, 4/7/79 by Hepplyvale  
Marshall Price 0130, Or Lee  
Miller, Woodburn, Md.,  
\$8,850. Miss Chole 3321, 3/21/79  
by Hepplyvale Paul Bunyon, Gale  
Gardel, Wilcox, Neb., \$5,000.  
Erica of Weston 937, 3/7/79 by  
Hepplyvale Paul Bunyon, John  
Delagars, Trion, Neb., \$4,500.  
Baldridge Plover 642, 3/21/79  
by Hepplyvale Marshall Price  
0130, Roland Helberg, Maxwell,  
Neb., \$4,100.

The Baldridge family enjoyed a  
framedous sale this year on a  
top set of cattle. A large crowd  
gathered to take part in the  
selling of the grand and the

reserve grand champion pair of  
three bulls recently named by  
these top Cracker Jack sons at the  
1981 National Western. These six  
calves set the pace for the day,  
and the momentum carried  
throughout the sale. This  
outstanding offering of predomi-  
nantly "Cracker Jacks" and  
"Mighty Marshalls" sold into 14  
states.

JAY PURCHASE

ANKONY SHADOW ISLE  
ANGUS  
Minot, N.D., Feb. 20

98 bulls ..... \$1,228

Auctioneer: Jim Baldridge

Tops: Ankony Winton 17139,  
3/12/79 by Bon View Winton  
1342; Twin Bull Angus, Crook,  
Colo., \$6,500. Ankony Winton  
9F299, 4/14/79 by Bon View  
Winton 1342; Elanbelt Angus  
Bowdie, S.O., \$5,000. Ankony  
Dynamo 724P9, 4/11/79 by  
Ankony Oynamo; Delatour  
Land and Cattle, Lowellton,  
\$4,000. Ankony Winton 758A9,  
5/12/79 by Bon View Winton  
1342; Cherry Creek  
Angus, Vesperan, Wyo., \$4,000.  
Ankony Nugget GK69, 2/3/79  
by Ankony Nugget; Bodh,  
\$3,900. Ankony Winton AS559,  
4/3/79 by Bon View Winton  
1342; Elanbelt, \$3,800. Ankony  
Winton GV028, 9/11/79 by  
Bon View Winton 1342; Melvin  
R. Jones, Poth, Texas,  
\$3,100. Ankony Oynamo 718A9,  
3/25/79 by Ankony Oynamo;  
Grackell Livestock, Rogerson,  
Idaho, \$3,000. Ankony Northern  
1329, 2/21/79 by Blacklock  
McHenry 1331; Bob Hinn, Lake-  
side, \$3,000. Lot 113, un-  
registered bull, Dean Brinkman,  
Erickson, \$2,000.

This was a volume offering of  
top quality Angus bulls that  
included the Ankony carload of  
bull shown in Denver at the  
National Western. The carload  
was the best ever received by  
the buying crowd, as the 12 bulls  
averaged \$3,167. The crowd was  
somewhat on the modest size,  
however, they liked the offering  
and bid readily. The bulls in this  
sale were consistently some of  
the biggest and heaviest bulls

that will be sold in this area this  
spring. The crowd was mostly  
commercial cattlemen with a few  
purchased breeders interested in  
the herd bull prospects.

— JERRY YORK

PETE KNUSTON HEREFORES  
Clyde Park, Mont., Feb. 24

24 bulls ..... \$1,883  
8 senior bull calves ..... 1,260  
16 junior bull calves ..... 1,203  
48 total lots ..... 1,480

Auctioneer: Pat Oogline

Bulls: L1 Omino K042, 3/11/78  
by L1 Omino 75001; Broadshaw  
Cattle Co., Mila City, \$4,200. L1  
Omino K016, 3/28/79 by L1  
Omino 75001; Olla Kullie,  
Maestee, Wyo., \$4,100. Bold  
Mischel K010, 4/14/79 by DH66  
Misch K147; Broadshaw, \$2,600.  
L1 Omino K022, 3/28/79 by L1  
Omino 75001; Kullie, \$2,400.  
Spice Domino K0158, 2/3/80 by  
CH Omino 325; Pete Bom-  
homme, Livingston, \$2,200. Lin  
Mischel K086, 2/27/80 by RC  
Mischel K186; Walter Ullie,  
Roberts, \$2,000. Lin Mischel  
K0190, 2/24/80 by RC Misch  
K086; Gary Lay, Luther, \$2,000.  
Bold Mischel K0120, 4/6/79 by  
KH 65 Misch K147; Keith  
Wintner, Carwright, N.O., \$2,000.  
Lin Mischel K0178, 1/31/80 by  
RC Misch K 65; Roadside Cattle  
Co., Carwright, N.D., \$1,900.

Prices for the very best kind  
were strong for Pete and Karen  
Knutson today; however, for  
bulls of a little lesser kind,  
these prices fell back some from  
one year ago. Those buyers on  
the sale were cautious. They  
would pay a good price but they  
were not ready to do so without  
consideration and some hesita-  
tion. They approached this sale in  
a way that would leave the  
observer with the impression that  
they were feeling their way along  
hour by hour, day by day, in a  
marketplace that they were  
unsure of.

— RALPH HEINEMANN

Temptation is an irresista-  
ble force at work on a  
livable body.

## Texas Red Angus

3rd Annual Spring Special

Saturday, March 14

1 p.m. • West Livestock Auction • West, Texas

### 50 Top Performing Females

will be crossing the sale block, bred cows with calves, bred and open  
hellers. Advantages of these superb RED ANGUS females cannot be over-  
looked such as solid red color, reliable and factual performance history, no  
cancer-eyes, polled heads, excellent mother-cows, docile temperament and  
dependable female cycling.

### 4 Outstanding Herd Bull Prospects

will be offered in this SPRING SPECIAL. Those bulls with reliable fertility  
will pass on to their calves, calving ease (reduce first-calf heifer losses)  
gainability and carcass quality.

MR. CATTLEMAN This is your opportunity to buy top animals to add to  
your herd or to start a registered herd with top performance tested seed stock.

Auctioneer: Charles Rollins

For more information, contact:

Sale Manager  
Georgia Beechler 214/872-6714  
Box 235  
Emhouse, Texas 75110

Texas Red Angus Assn.  
Tim C. Bauer, pres., 713/298-2804  
Rt. 1, Box 485  
Winnie, Texas 77685

Serving the livestock industry since 1922 • Western Livestock Journal

## SUTTON, THOMAS & LEVINE

BREEDERS OF **Simmental** CATTLE

8th Annual  
**Simmental Bull Sale**  
Tuesday, MARCH 10

1:30 p.m., Highmore Livestock Exchange

Highmore, South Dakota

Selling  
**90**  
Simmental  
Bulls

20 Coming two-year-olds  
20 Purebred and  
Fullblood (several polled)  
50 Percentage Bulls

Featuring: The progeny of Pollad Pattern and Bar 5 Crusade ... Plus many  
bulls sired by other well known sires.

First place Get of  
Sire—Kansas City  
Royal and South Da-  
kota State Fair. Sired  
by Pollad Pattern.  
Bull on left sells—he  
had a 88 lb. birth wt.,  
721 weaning wt. and  
1525 adjusted year-  
ling wt.



A polled 3/4 son of Pollad Pattern. Adj.  
weaning wt. 692, ratio 117, yearling wt.  
over 1200. Also selling a polled purebred  
son of Pollad Pattern with a weaning wt.  
of 775, ratio 129. A real herd sire prospect.

Performance Records On All Bulls  
Sooner or Later you'll be using Simmental Bulls.  
Why not use the best?—A Simmental Bull from Sutton, Thomas and Levine

Write for catalog  
Harry Thomas  
Harold, SD. 57538  
605/973-2417

Meet Sutton  
Apr. 8, 57538  
605/284-5433

## Market Roundup: Inconstant market holds cloudy future

THE MOOD ON THE floor of the Chicago Mercantile  
Exchange was nervous as many traders opened up posi-  
tions. They apparently suspected the details of President  
Reagan's federal budget cuts, tax breaks and overall  
economic planning could be market moving and did not  
want to get caught on the wrong side.

At face value, the cuts would seem to diminish  
consumers' ability to buy meat—a likely bearish influence  
for livestock and meat futures. An additional problem in the  
already-shaky demand side of the meat price equation  
would likely mean lower cattle, hog, chicken and pork  
prices, in both cash and futures trading.

**AMARILLO STEERS MD.** frame 300-400 lbs. \$79-83;  
400-500 lbs. \$75-79; 600-800 lbs. \$70-75; 800-900 lbs.  
\$69-72.75; 700-800 lbs. \$68-70; 700-900 lbs.  
\$68-70; 800-900 lbs. \$68-70; 900-1000 lbs. \$68-70;  
\$68-70; 1000-1100 lbs. \$68-70; 1100-1200 lbs. \$68-70;  
\$68-70; 1200-1300 lbs. \$68-70; 1300-1400 lbs. \$68-70;  
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\$68-70; 2000-2100 lbs. \$68-70; 2100-2200 lbs. \$68-70;  
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\$68-70; 28600-28700 lbs. \$68-70; 28700-28800 lbs. \$68-70;  
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\$68-70; 29000-29100 lbs. \$68-70; 29100-29200 lbs. \$68-70;  
\$68-70; 29200-29300 lbs.







